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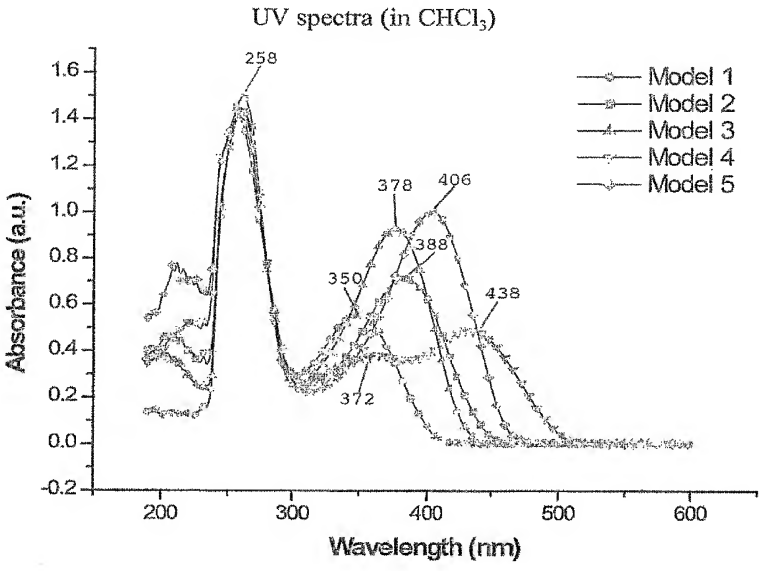
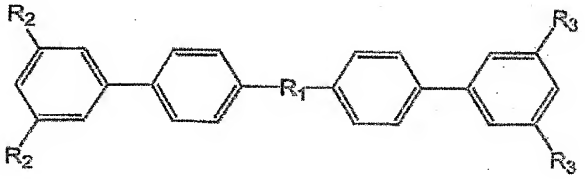
(54) Title: NOVEL BRANCHED ALPHA-CYANOSTILBENE FLUOROPHORES





(57) Abstract: A branched α-cyanostilbene fluorescent materials with a new structure useful to the organic electroluminescence display (OELD), which includes the organic substance in the state of powder, liquid and film with the stilbene core structure and the terminal branched phenyl structure. The fluorescent materials of the invention exhibits the high luminescent efficiency and is capable of tuning the fluorescent colors of red, green and blue according to the core structure in the molecular, i.e., the structure of stilbene radical, particularly it exhibits the higher luminescent efficiency in the state of solid more than solution.

WO 2006/115306 A1